Folio:

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SEPTEMBER 1, 1991 THE MAGAZINE FOR MAGAZINE MANAGEMENT $6.50

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ZIFF AND THE ART OF MAGAZINE MAINTENANCE

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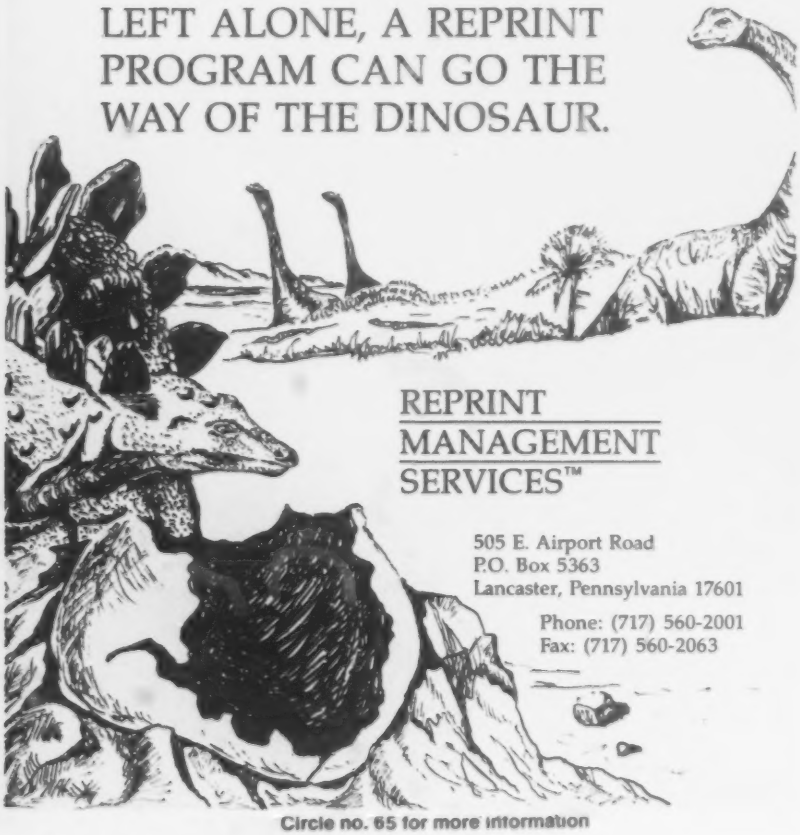

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AD SALES

Boating titles swamped by luxury tax

By Zakia Hyder

The 10 percent Federal excise tax on luxury purchases enacted in January has turned the tide against boating magazines.

"Ad space is down dramatically in the first six months of 1991, as compared to the same months last year," says Chris Donahower, publisher of Cahners' *Motoryacht International* and *Power and Motoryacht*. "While I cannot blame this entirely on the tax, it is surely the primary factor here. Due to it, boating companies are suffering, consumer spending is down, and so are our ad pages."

According to a survey of the largest boat dealers in Connecticut, conducted by the Marine Retailers Association of America (MRAA), sales of boats costing $100,000 or more have fallen 93 percent, from $7.879 million in 1990 to $545,000 for the same period this year. Nationwide, more than 19,000 people have been put out of work at boat making plants.

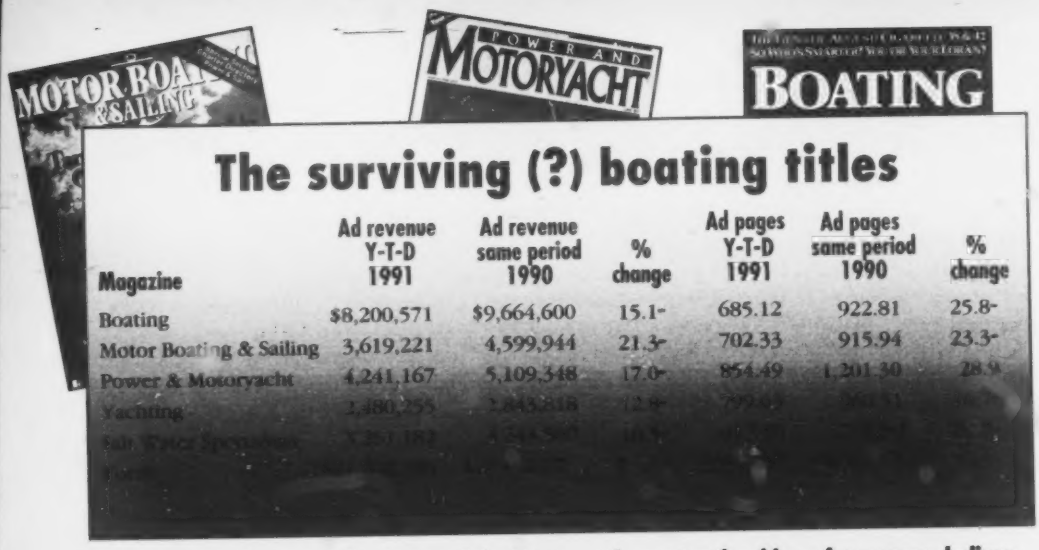
In turn, the tax has caused Cahners' boating titles to drift. *Motoryacht International*, with a worldwide circulation of 100,000 and a current frequency of six issues per year, will become an annual in 1992. Also, *Motorboat* ceased publication with its July issue after having skipped two issues earlier this year. The title's subscription assets and liabilities have been sold to Atlanta-based *Boating World*, previously titled *Boating Journal*. (The idea of relaunching *Motorboat* as an annual is being discussed, says a company spokeswoman.)

To counteract the impact of the tax on ad sales, Cahners is offering added value wherever possible. "We tell advertisers, 'You buy an ad page and you'll get help with your direct mail, or you can get some kind of free access to our readers—things like that," says Donahower.

"The tax has changed things considerably," agrees Peter McHeffey, advertising director of Hearst's *Motor Boating & Sailing*. According to the Patterson Advertising Reports, *Motor Boating & Sailing* has suffered a drop of more than 200 ad pages this year, declining from 915.94 pages to 702.33. However, McHeffey's outlook remains upbeat. "We are about 84 years old and we are quite optimistic despite this tax," he says.

Hachette Magazines' *Boating*, close in competition to *Motor Boating & Sailing*, has also felt the impact. According to Patterson, its ad pages have dropped from 922.81 in 1990 to 685.12 for the same period in 1991. Earlier this year, *Boating*'s two-year-old sister publication, *Boat*, ceased publication. The company is still try-

To us, short runs aren't


MOTOR BOATING & SAILING
POWER AND MOTORYACHT
BOATING
The surviving (?) boating titles
Magazine | Ad revenue Y-T-D 1991 | Ad revenue same period 1990 | % change | Ad pages Y-T-D 1991 | Ad pages same period 1990 | % change
Boating | $8,200,571 | $9,664,600 | 15.1- | 685.12 | 922.81 | 25.8-
Motor Boating & Sailing | 3,619,221 | 4,599,944 | 21.3- | 702.33 | 915.94 | 23.3-
Power & Motoryacht | 4,241,167 | 5,109,348 | 17.0- | 854.49 | 1,201.30 | 28.9
Yachting | 2,480,255 | 2,845,818 | 12.8- | 799.63 | 997.31 | 19.9

Boating magazines are trying to repeal the 10 percent luxury tax they blame for revenue declines.

ing to merge the two publications' subscriber and advertiser lists successfully, says an inside source, speaking on the condition that his name not be used.

Arguing for a repeal

The magazine industry is trying to turn the tide. "The mounting job losses and plummeting sales in [the boat manufacturing industry] have had a ripple effect on the magazine industry resulting in lost advertising revenues for both large and small publishing companies," says Donald Kummerfeld, president of the Magazine Publishers of America, in a letter to U.S. Senator Robert Dole (R-Kansas), who recently introduced legislation to repeal the luxury tax. Ad revenues from inboard cruiser manufacturers for the top 15 marine titles have declined $2.3 million in the first six months of this year, compared to the same period in 1990, says Kummerfeld.

"Unless the excise tax is repealed," warns Jeff Hammond, publishing director of *Power and Motoryacht*, "at least two dozen boat companies will shut their doors this fall." Some boating titles, however, are fighting hard. *Yachting* and *Saltwater Sportsman*, for example, are among the titles that have asked subscribers to support a repeal of the tax. "Do it," says an editorial in *Yachting*. "The industry needs your help." As do the boating titles. ■

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FOLIO:'S 1991 AD SALES COMPENSATION SURVEY

By Suzanne Zelkowitz

"Flat is up" is the way one exasperated ad sales director describes the effect the economic downturn is having on his publication. This year's cross section of ad sales professionals report having been hurt by the recession to widely varying degrees. Those experiencing the least pain work on special-interest titles or sell magazines in sections of the country that have relatively sound economies.

Some respondents hold the recession directly responsible for the perceived rash of rate cutting, while others fix blame on the rate cutters' mindset: "What has truly affected us is the 'Let's make a deal mentality' of other related books and the agencies. What a shame we have to resort to this!" laments one ad sales director.

Overall, respondents were upbeat: Those struggling with poor economic climates were just selling harder and smarter. "It's given us the impetus to focus on accounts outside our traditional marketplace," offers one. "Emphasis on value-added is more critical than ever," echo a few. Says another, "We find it much tougher, but the sales are still out there—you just have to work twice as hard for the same number."

This year's survey reveals how this hard work is being transformed into hard cash for four job categories of ad sales professionals. Listed below are some important findings.

- Bonus/commission increases: Directors' increases were far better this year, averaging one-third higher than managers of all types. In percentage terms, directors received twice as large an increase as ad sales people.
- Women regional/branch/category managers earn more than men in both salary and total compensation, whereas in every other job category they earn significantly less.
- Almost invariably, people in the Northeast, in all job categories, are the highest earners. They are followed closely by those in the Far West, with the North central and South trailing both Coasts by a considerable margin.
- By age, the pattern is much as expected, with the exception of a small group of young ad sales managers in business publications who seem to be breaking the pattern in both salary and total compensation.

Methodology: Four hundred eight of the 1,143 advertising sales professionals who received questionnaires responded to FOLIO:'s sixth annual ad sales compensation survey, resulting in an overall response rate of 35.7 percent. Of the total responses, 386 (33.8 percent) contained sufficient information to be used for tabulation. The survey was conducted through two mailing efforts in February. Participants were asked to supply data reflecting 1991 earnings; if exact figures were unavailable, they were asked to estimate.

In some cases, respondents did not give an exact bonus figure, but gave an expected range instead. Here the mean was used for tabulation.

The sample was evenly divided among the four categories of ad sales professionals. Each category was also evenly divided between consumer and business publications. Finally, about two-thirds of the sample in each category (except branch/regional/ category managers) was drawn from magazines with circulations under 100,000, while roughly one-third came from those with circulations of more than 100,000.

The regions have been divided as follows:

Ad sales director: Salary

Advertising sales director (in some cases may have the title of publisher): top ad sales executive; manages ad sales department; sets policies and procedures; is responsible for reaching goals and quotas; hires and trains personnel.

Average salaries (The number of respondents is in parentheses.)		**% increase from '90 to '91**
All respondents	$60,450 (106)	10.9%
Business	$63,787 (51)	10.9
Consumer	$57,209 (53)	11.3
Top one-third	$96,914 (35)	
Middle one-third	$55,169 (35)	
Bottom one-third	$30,134 (36)	

	Average	Average business	Average consumer
By region:			
Northeast	$72,196 (37)	$73,682 (17)	$70,933 (20)
South	48,029 (28)	47,021 (14)	49,036 (14)
North central	59,942 (23)	70,514 (16)	35,492 (6)
West	51,353 (17)	53,500 (4)	47,853 (12)
By sex:			
Male	$71,768 (57)	$78,448 (29)	$65,861 (27)
Female	47,285 (49)	44,460 (22)	48,225 (26)
By age:			
29 or less	$35,414 (16)	$28,353 (6)	$39,650 (10)
30-39	57,083 (38)	57,947 (19)	57,258 (18)
40 or more	70,614 (52)	76,231 (26)	64,198 (25)
By years in ad sales:			
Up to 3	$36,124 (9)	$23,375 (3)	$42,500 (6)
4-10	54,028 (53)	57,660 (25)	49,519 (27)
More than 10	72,479 (42)	74,595 (21)	72,005 (20)
By employees supervised:			
None one	$36,537 (14)	$40,452 (10)	$26,750 (4)
2-5	50,284 (35)	57,436 (14)	45,918 (20)
More than 5	72,566 (57)	75,722 (27)	69,198 (29)
By ad revenue:*			
Up to $999,999	$41,724 (26)	$50,712 (10)	$36,013 (15)
1 million - $2,999,999	55,958 (38)	50,417 (18)	60,945 (20)
3 million - $19,999,999	73,922 (32)	81,605 (19)	60,853 (12)
20 million or more	99,333 (6)	105,000 (2)	97,500 (4)
By ad pages:*			
Up to 200	$44,888 (8)	$42,900 (4)	$34,167 (3)
201-499	48,608 (22)	47,552 (10)	50,577 (11)
500-999	63,223 (37)	61,257 (19)	65,319 (18)
1,000 or more	81,357 (21)	88,893 (14)	66,286 (7)
By frequency:*			
Weekly/biweekly	$57,786 (21)	$67,308 (13)	$42,313 (8)
Monthly	65,590 (69)	64,579 (33)	66,826 (34)
Other	41,781 (16)	49,400 (5)	38,318 (11)
By circulation:*			
Up to 19,999	$47,359 (19)	$46,708 (16)	$57,500 (2)
20,000-49,999	46,407 (22)	60,636 (11)	32,177 (11)
50,000-99,999	55,679 (24)	75,483 (12)	35,875 (12)
100,000-499,999	68,091 (29)	73,000 (10)	64,425 (18)
500,000 or more	96,909 (11)	93,000 (1)	97,300 (10)

***Refers to the largest revenue-producing magazine on which respondent works**

Ad sales directors charged with overseeing more than five staffers are rewarded with double the salary of their counterparts with no supervisory responsibilities.

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Ad sales director: Total compensation

Average total compensation† (The number of respondents is in parentheses.)		% increase from '90 to '91
All respondents	$89,583 (94)	15.7%
Business	$92,630 (44)	16.5
Consumer	$86,327 (49)	15.9
Top one-third	$140,468 (31)	
Middle one-third	$80,827 (31)	
Bottom one-third	$48,769 (32)	

	Average	Average business	Average consumer
By region:			
Northeast	$112,020 (33)	$113,200 (15)	$111,036 (18)
South	71,710 (25)	72,458 (12)	71,018 (13)
North central	85,465 (18)	93,652 (13)	57,030 (5)
West	72,882 (17)	72,750 (4)	69,417 (12)
By sex:			
Male	$101,175 (53)	$106,019 (27)	$96,144 (26)
Female	74,598 (41)	71,366 (17)	75,230 (23)
By age:			
29 or less	$ 59,337 (14)	$ 50,844 (5)	$ 64,056 (9)
30-39	93,989 (32)	95,147 (17)	94,943 (15)
40 or more	95,466 (48)	101,727 (22)	89,176 (25)
By years in ad sales:			
Up to 3	$ 42,066 (7)	$31,110 (2)	$46,448 (5)
4-10	85,010 (49)	89,750 (24)	79,021 (24)
More than 10	102,397 (36)	99,063 (16)	105,065 (20)
By employees supervised:			
None one	$ 57,340 (8)	$ 72,344 (5)	$ 32,333 (3)
2-5	69,993 (31)	73,846 (13)	67,211 (18)
More than 5	105,314 (55)	105,923 (26)	104,402 (28)
By ad revenue:*			
Up to $999,999	$ 62,839 (21)	$ 69,340 (8)	$ 58,838 (13)
1 million - $2,999,999	78,876 (33)	70,321 (14)	85,179 (19)
3 million - $19,999,999	103,484 (31)	110,079 (19)	91,045 (11)
20 million or more	173,500 (6)	190,500 (2)	165,000 (4)
By ad pages:*			
Up to 200	$ 61,688 (8)	$ 55,250 (4)	$ 52,500 (3)
201-499	69,656 (21)	73,802 (9)	66,546 (12)
500-999	96,195 (32)	93,906 (16)	98,484 (16)
1,000 or more	121,789 (19)	123,000 (12)	119,714 (7)
By frequency:*			
Weekly/biweekly	$97,486 (19)	$103,115 (13)	$85,290 (6)
Monthly	92,687 (59)	91,451 (26)	92,994 (32)
Other	68,750 (16)	71,500 (5)	67,500 (11)
By circulation:*			
Up to 19,999	$ 71,873 (14)	$ 71,518 (12)	$ 74,000 (2)
20,000-49,999	62,639 (19)	73,182 (11)	48,144 (8)
50,000-99,999	83,852 (22)	112,600 (10)	59,895 (12)
100,000-499,999	103,024 (27)	119,056 (9)	93,832 (17)
500,000 or more	134,818 (11)	100,000 (1)	138,300 (10)

†Salary plus bonus/commission; excludes people receiving salary only

***Refers to the largest revenue-producing magazine on which respondent works**

The gap between the total compensation of male ad sales directors and their female colleagues is magnified on business titles where men outearn women by 49%; on the consumer side, men still fare 28% better.

Ad sales manager: Salary

Ad sales manager: generally the second level of management in ad sales department; reports to director or publisher; has management but not policy responsibility for personnel within the department.

Average salaries (The number of respondents is in parentheses.)		% increase from '90 to '91
All respondents	$49,259 (103)	13.0%
Business	$48,470 (55)	26.7
Consumer	$49,847 (47)	0.6
Top one-third	$80,195 (34)	
Middle one-third	$44,265 (34)	
Bottom one-third	$24,059 (35)	

	Average	Average business	Average consumer
By region:			
Northeast	$59,197 (50)	$60,257 (22)	$58,119 (27)
South	37,407 (15)	45,050 (10)	22,120 (5)
North central	38,458 (19)	37,880 (15)	40,625 (4)
West	43,265 (19)	40,188 (8)	45,503 (11)
By sex:			
Male	$54,853 (63)	$55,192 (34)	$54,455 (29)
Female	40,449 (40)	37,588 (21)	42,424 (18)
By age:			
29 or less	$47,846 (27)	$53,634 (19)	$34,100 (8)
30-39	50,861 (46)	43,316 (20)	56,665 (26)
40 or more	48,074 (30)	48,781 (16)	45,902 (13)
By years in ad sales:			
Up to 3	$43,775 (24)	$56,486 (14)	$25,980 (10)
4-10	45,823 (46)	43,539 (27)	49,068 (19)
More than 10	58,037 (33)	49,964 (14)	63,929 (18)
By employees supervised:			
None/one	$46,124 (43)	$49,188 (31)	$35,775 (11)
2-5	45,435 (41)	47,871 (19)	43,532 (22)
More than 5	64,605 (19)	46,500 (5)	71,143 (14)
By ad revenue:*			
Up to $999,999	$33,570 (29)	$29,653 (15)	$37,766 (14)
1 million - $2,999,999	49,682 (26)	58,951 (18)	28,825 (8)
3 million -$19,999,999	54,205 (22)	56,958 (12)	50,900 (10)
20 million or more	76,231 (13)	70,000 (2)	77,364 (11)
By ad pages:*			
Up to 200	$37,801 (20)	$33,083 (6)	$39,823 (14)
201-499	55,545 (20)	60,869 (16)	34,250 (4)
500-999	41,753 (21)	38,224 (9)	44,400 (12)
1,000 or more	59,828 (34)	54,038 (17)	65,618 (17)
By frequency:*			
Weekly/biweekly	$52,733 (19)	$53,556 (9)	$51,993 (10)
Monthly	51,765 (62)	48,699 (37)	56,304 (25)
Other	37,967 (21)	42,444 (9)	34,608 (12)
By circulation:*			
Up to 19,999	$32,736 (17)	$30,435 (15)	$50,000 (2)
20,000-49,999	49,661 (24)	61,846 (16)	25,291 (8)
50,000-99,999	46,385 (26)	50,529 (17)	38,556 (9)
100,000-499,999	43,224 (17)	51,560 (5)	39,750 (12)
500,000 or more	71,688 (16)	51,500 (2)	74,571 (14)

***Refers to the largest revenue-producing magazine on which respondent works**

The salary payoff for ad sales managers on consumer books posting ad revenue of $3 million or more is a whopping 88% more than their peers on lower ad revenue consumer titles.

(CONTINUED ON PAGE 86)

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Ad sales manager: Total compensation

The earning power of ad sales managers on books with $3 million or more in ad revenue is 59% higher in total compensation than those on titles with ad revenues under $3 million.

Average total compensation†
(The number of respondents is in parentheses.)

		% increase from '90 to '91
All respondents	$76,945 (84)	18.8%
Business	$69,617 (50)	24.3
Consumer	$87,803 (33)	13.2
Top one-third	$121,554 (28)	
Middle one-third	$68,702 (28)	
Bottom one-third	$40,579 (28)	

	Average	Average business	Average consumer
By region:			
Northeast	$88,914 (40)	$85,183 (20)	$93,047 (19)
South	52,464 (11)	52,938 (8)	51,200 (3)
North central	61,844 (18)	56,657 (14)	80,000 (4)
West	81,100 (15)	70,063 (8)	93,714 (7)
By sex:			
Male	$84,616 (51)	$76,775 (31)	$96,770 (20)
Female	65,089 (33)	57,939 (19)	74,008 (13)
By age:			
29 or less	$75,502 (23)	$77,649 (17)	$69,417 (6)
30-39	77,469 (38)	65,941 (20)	90,278 (18)
40 or more	77,522 (23)	64,769 (13)	95,111 (9)
By years in ad sales:			
Up to 3	$75,800 (16)	$83,027 (11)	$ 59,900 (5)
4-10	70,420 (43)	64,817 (27)	79,875 (16)
More than 10	88,900 (25)	68,125 (12)	110,000 (12)
By employees supervised:			
None/one	$76,091 (31)	$73,051 (26)	$93,625 (4)
2-5	68,793 (36)	63,327 (20)	75,625 (16)
By ad revenue:*			
Up to $999,999	$ 46,221 (19)	$43,254 (13)	$ 52,650 (6)
1 million - $2,999,999	72,322 (24)	75,507 (18)	62,767 (6)
3 million - $19,999,999	84,056 (18)	82,000 (11)	87,286 (7)
20 million or more	114,769 (13)	99,500 (2)	117,545 (11)
By ad pages:*			
Up to 200	$63,278 (9)	$50,167 (3)	$ 69,833 (6)
201-499	73,070 (20)	76,619 (16)	58,875 (4)
500-999	65,472 (17)	53,128 (8)	76,444 (9)
1,000 or more	94,795 (31)	81,391 (17)	111,071 (14)
By frequency:*			
Weekly/biweekly	$84,529 (14)	$82,625 (8)	$87,067 (6)
Monthly	79,154 (55)	68,310 (35)	98,130 (20)
Other	60,107 (14)	61,286 (7)	58,929 (7)
By circulation:*			
Up to 19,999	$ 52,155 (13)	$ 50,668 (12)	$ 70,000 (1)
20,000-49,999	72,081 (19)	76,159 (16)	50,333 (3)
50,000-99,999	75,571 (21)	75,188 (16)	76,800 (5)
100,000-499,999	75,653 (15)	67,260 (5)	79,850 (10)
500,000 or more	110,286 (14)	115,000 (1)	109,923 (13)

†Salary plus bonus/commission; excludes people receiving salary only
***Refers to the largest revenue-producing magazine on which respondent works**

(CONTINUED ON PAGE 88)

(CONTINUED FROM PAGE 86)

Branch/regional/category manager: Salary

Branch/regional/category manager: responsible for selling ad pages to accounts from specific categories (liquor, tobacco, cosmetics, etc.); or to accounts in specific regions. May supervise some staff.

The Far West is catching up to the Northeast, which pays out the highest salaries. Branch/regional/category managers in the West make 87% of their Northeastern peers' wages.

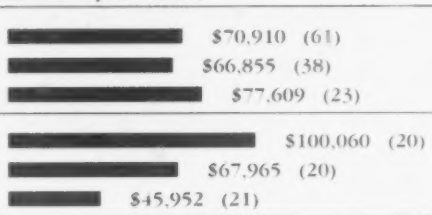
Average salaries (The number of respondents is in parentheses.)		% increase from '90 to '91
All respondents	$43,823 (65)	5.6%
Business	$39,940 (42)	7.5
Consumer	$50,913 (23)	3.0
Top one-third	$62,452 (21)	
Middle one-third	$42,364 (22)	
Bottom one-third	$27,500 (22)	

	Average	Average business	Average consumer
By region:			
Northeast	$48,473 (37)	$44,395 (19)	$52,778 (18)
South	32,400 (5)	35,000 (4)	30,000 (1)
North central	37,438 (16)	35,308 (13)	46,667 (3)
West	42,000 (7)	40,500 (6)	51,000 (1)
By sex:			
Male	$42,616 (43)	$40,411 (28)	$46,733 (15)
Female	46,182 (22)	39,000 (14)	58,750 (8)
By age:			
29 or less	$37,714 (14)	$37,750 (8)	$37,667 (6)
30-39	42,842 (38)	38,720 (25)	50,769 (13)
40 or more	55,269 (13)	45,278 (9)	71,250 (4)
By years in ad sales:			
Up to 3	$35,875 (16)	$35,857 (7)	$35,889 (9)
4-10	43,758 (33)	39,130 (23)	54,400 (10)
More than 10	51,906 (16)	43,875 (12)	76,000 (4)
By employees supervised:			
None/one	$41,384 (56)	$39,077 (39)	$46,676 (17)
2-5	57,625 (8)	51,167 (3)	61,500 (5)
More than 5	70,000 (1)	0 (0)	70,000 (1)
By ad revenue:*			
Up to $999,999	$37,875 (4)	$41,667 (3)	$26,500 (1)
1 million - $2,999,999	33,971 (17)	32,714 (14)	39,833 (3)
3 million - $19,999,999	45,117 (30)	44,325 (20)	46,700 (10)
20 million or more	56,833 (6)	59,000 (1)	56,400 (5)
By ad pages:*			
Up to 499	$36,591 (11)	$37,571 (7)	$34,875 (4)
500-999	43,280 (25)	40,531 (16)	48,167 (9)
1,000 or more	48,476 (21)	42,462 (13)	58,250 (8)
By frequency:*			
Weekly/biweekly	$44,818 (11)	$39,889 (9)	$67,000 (2)
Monthly	44,470 (50)	40,109 (32)	52,222 (18)
Other	33,000 (4)	35,000 (1)	32,333 (3)
By circulation:*			
Up to 19,999	$30,000 (3)	$30,000 (3)	$ 0 (0)
20,000-49,999	43,375 (16)	43,375 (16)	0 (0)
50,000-99,999	37,219 (16)	37,933 (15)	26,500 (1)
100,000-499,999	40,389 (18)	40,563 (8)	40,250 (10)
500,000 or more	58,182 (11)	0 (0)	58,182 (11)

***Refers to largest revenue-producing magazine on which respondent works**

ranch/regional/category anager: Total compensation

erage total compensation†
number of respondents is in parentheses.)



% increase from '90 to '91

respondents 13.6%
iness 11.6
sumer 16.6

	Average	Average business	Average consumer
region:			
theast	$73,972 (36)	$70,222 (18)	$ 77,722 (18)
th	58,500 (4)	66,333 (3)	35,000 (1)
th central	67,100 (15)	63,042 (12)	85,333 (3)
t	70,333 (6)	64,200 (5)	101,000 (1)
sex:			
e	$69,280 (41)	$66,942 (26)	$73,333 (15)
ale	74,250 (20)	66,667 (12)	85,625 (8)
age:			
r less	$58,500 (12)	$66,667 (6)	$ 50,333 (6)
9	69,917 (36)	65,174 (23)	78,508 (13)
r more	85,115 (13)	71,278 (9)	116,250 (4)
years in ad sales:			
o 3	$56,733 (15)	$61,833 (6)	$ 53,333 (9)
	76,281 (32)	72,273 (22)	85,100 (10)
e than 10	73,821 (14)	57,950 (10)	113,500 (4)
employees supervised:			
e one	$68,712 (52)	$66,729 (35)	$72,794 (17)
	82,813 (8)	68,333 (3)	91,500 (5)
e than 5	90,000 (1)	0 (0)	90,000 (1)
ad revenue:*			
o $999,999	$51,333 (3)	$ 60,750 (2)	$32,500 (1)
illion - $2,999,999	56,063 (16)	55,423 (13)	58,833 (3)
illion - $19,999,999	75,293 (29)	73,974 (19)	77,800 (10)
million or more	96,667 (6)	134,000 (1)	89,200 (5)
ad pages:*			
o 499	$54,722 (9)	$59,000 (5)	$49,375 (4)
-999	65,729 (24)	61,133 (15)	75,389 (9)
0 or more	86,929 (21)	82,346 (13)	94,375 (8)
frequency:*			
kly biweekly	$72,500 (10)	$72,000 (8)	$74,500 (2)
nthly	71,521 (47)	65,328 (29)	81,500 (18)
er	59,750 (4)	70,000 (1)	56,333 (3)
circulation:*			
o 19,999	$40,000 (3)	$40,000 (3)	$ 0 (0)
000-49,999	68,346 (13)	68,346 (13)	0 (0)
000-99,999	67,719 (16)	70,067 (15)	32,500 (1)
,000-499,999	68,735 (17)	68,714 (7)	68,750 (10)
,000 or more	86,636 (1	0 (0)	86,636 (11)

fers to largest revenue-producing r e on which respondent works
lary plus bonus/commission; excludes p le receiving salary only

Women outdistance male branch/regional/category managers by a full 17% in total compensation on consumer titles, while achieving parity on business books.

Ad sales person: Salary

Advertising sales person (may be called account executive): calls on clients and agencies; makes presentations; maintains current accounts; develops new accounts.

Average salaries (The number of respondents is in parentheses.)		% increase from '90 to '91
All respondents	$31,992 (99)	7.9%
Business	$33,776 (58)	6.9
Consumer	$29,468 (41)	9.4
Top one-third	$50,061 (33)	
Middle one-third	$28,930 (33)	
Bottom one-third	$16,985 (33)	

	Average	Average business	Average consumer
By region:			
Northeast	$35,171 (40)	$35,513 (24)	$34,658 (16)
South	29,323 (18)	29,391 (9)	29,256 (9)
North central	28,288 (20)	32,543 (14)	18,358 (6)
West	32,260 (20)	36,500 (10)	28,020 (10)
By sex:			
Male	$36,375 (42)	$37,250 (30)	$34,188 (12)
Female	28,762 (57)	30,054 (28)	27,515 (29)
By age:			
29 or less	$24,728 (38)	$25,889 (18)	$23,684 (20)
30-39	37,921 (34)	38,879 (24)	35,620 (10)
40 or more	34,785 (26)	35,074 (15)	34,391 (11)
By years in ad sales:			
Up to 3	$26,852 (54)	$27,445 (29)	$26,163 (25)
4-10	34,100 (32)	37,186 (22)	27,310 (10)
More than 10	48,154 (13)	49,286 (7)	46,833 (6)
By employees supervised:			
None/one	$31,992 (99)	$33,776 (58)	$29,468 (41)
By ad revenue:*			
Up to $999,999	$25,481 (21)	$24,671 (7)	$22,886 (14)
1 million - $2,999,999	28,275 (24)	30,689 (16)	25,448 (8)
3 million - $19,999,999	37,752 (31)	40,147 (19)	33,958 (12)
20 million or more	59,200 (5)	44,500 (2)	69,000 (3)
By ad pages:*			
Up to 200	$24,289 (9)	$17,000 (2)	$26,371 (7)
201-499	25,625 (12)	27,640 (5)	24,186 (7)
500-999	30,474 (29)	31,391 (20)	28,437 (9)
1,000 or more	42,466 (22)	46,000 (12)	38,225 (10)
By frequency:*			
Weekly/biweekly	$39,424 (19)	$40,379 (14)	$36,750 (5)
Monthly	31,758 (58)	32,780 (34)	30,310 (24)
Other	26,191 (22)	27,920 (10)	24,750 (12)
By circulation:*			
Up to 19,999	$23,154 (13)	$23,800 (10)	$21,000 (3)
20,000-49,999	27,971 (28)	32,200 (18)	20,360 (10)
50,000-99,999	34,337 (29)	38,041 (20)	26,106 (9)
100,000-499,999	33,681 (19)	42,625 (8)	27,175 (11)
500,000 or more	44,730 (10)	19,800 (2)	50,963 (8)

***Refers to the largest revenue-producing magazine on which respondent works**

Experience pays. Ad sales people with over 10 years in the business earn almost 80% more in wages than those with three years or less.

(CONTINUED ON PAGE 92)

(CONTINUED FROM PAGE 90)

Ad sales person: Total compensation

A good 60% more in total compensation is doled out to ad sales people on titles with more than $3 million in ad revenue than to those on lower revenue magazines.

Average total compensation† (The number of respondents is in parentheses.)		% increase from '90 to '91
All respondents	$49,380 (98)	10.5%
Business	$53,334 (52)	8.5
Consumer	$44,910 (46)	13.2
Top one-third	$78,588 (32)	
Middle one-third	$43,002 (33)	
Bottom one-third	$27,436 (33)	

	Average	Average business	Average consumer
By region:			
Northeast	$53,589 (35)	$54,395 (21)	$52,381 (14)
South	46,183 (22)	53,057 (9)	41,423 (13)
North central	41,332 (19)	45,882 (13)	31,475 (6)
West	52,890 (21)	63,188 (8)	46,554 (13)
By sex:			
Male	$60,147 (39)	$62,856 (25)	$55,311 (14)
Female	42,263 (59)	44,518 (27)	40,360 (32)
By age:			
29 or less	$35,675 (41)	$38,353 (17)	$33,778 (24)
30-39	56,178 (34)	56,807 (23)	54,864 (11)
40 or more	64,578 (22)	69,911 (11)	59,245 (11)
By years in ad sales:			
Up to 3	$38,749 (54)	$39,914 (26)	$37,667 (28)
4-10	55,385 (33)	63,405 (20)	43,046 (13)
More than 10	83,555 (11)	77,917 (6)	90,320 (5)
By employees supervised:			
None/one	$49,380 (98)	$53,334 (52)	$44,910 (46)
By ad revenue:*			
Up to $999,999	$37,848 (22)	$32,192 (5)	$39,512 (17)
1 million - $2,999,999	43,754 (22)	47,358 (14)	37,448 (8)
3 million - $19,999,999	60,537 (30)	66,828 (18)	51,100 (12)
20 million or more	93,600 (5)	87,000 (2)	98,000 (3)
By ad pages:*			
Up to 200	$34,750 (12)	$40,000 (3)	$33,000 (9)
201-499	45,090 (10)	58,200 (3)	39,471 (7)
500-999	47,640 (30)	46,751 (19)	49,175 (11)
1,000 or more	65,066 (22)	71,292 (12)	57,595 (10)
By frequency:*			
Weekly/biweekly	$65,809 (17)	$68,275 (12)	$59,890 (5)
Monthly	47,732 (60)	49,741 (31)	45,584 (29)
Other	40,790 (21)	45,789 (9)	37,042 (12)
By circulation:*			
Up to 19,999	$35,708 (12)	$35,643 (7)	$35,800 (5)
20,000-49,999	44,626 (27)	47,059 (17)	40,490 (10)
50,000-99,999	49,756 (31)	56,041 (19)	39,804 (12)
100,000-499,999	56,146 (18)	81,071 (7)	40,285 (11)
500,000 or more	65,280 (10)	45,800 (2)	70,150 (8)

†Salary plus bonus/commission; excludes people receiving salary only
***Refers to the largest revenue-producing magazine on which respondent works**

(CONTINUED ON PAGE 94)

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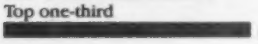
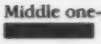
Average annual bonus/commission

Ad sales directors did far better this year than last, increasing bonuses/commissions an average of 38.9%—or about one-third better than managers of all types, and receiving twice as much as ad sales people.

Range of average bonus/commission

Ad sales director:

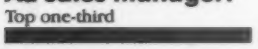
Top one-third

$57,484 (31)

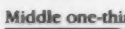
Middle one-third

$21,452 (31)

Bottom one-third

$8,589 (32)

Ad sales manager:

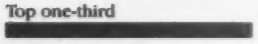
Top one-third

$48,536 (28)

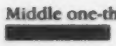
Middle one-third

$22,400 (28)

Bottom one-third

$9,339 (28)

Branch/regional/manager:

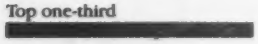
Top one-third

$52,950 (20)

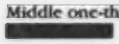
Middle one-third

$21,950 (29)

Bottom one-third

$7,143 (21)

Ad sales person:

Top one-third

$39,109 (32)

Middle one-third

$17,303 (33)

Bottom one-third

$5,229 (33)

Average bonus/commission
(The number of respondents is in parentheses.)

		% increase from '90 to '91
Ad sales director	$28,956 (94)	38.9%
Ad sales manager	$26,758 (84)	32.2
Branch/regional manager	$27,016 (61)	29.9
Ad sales person	$20,358 (98)	17.6

	Ad sales director	Ad sales manager	Branch/ regional manager	Ad sales person
By magazine:				
Consumer	$28,652 (49)	$35,430 (33)	$26,696 (23)	$19,665 (46)
Business	29,270 (44)	21,170 (50)	27,211 (38)	20,970 (52)
By region:				
Northeast	$41,133 (33)	$28,018 (40)	$25,736 (36)	$16,563 (35)
South	21,870 (25)	15,455 (11)	25,250 (4)	22,191 (22)
North central	20,650 (18)	25,222 (18)	29,833 (15)	17,087 (19)
Western	23,294 (17)	33,533 (15)	28,833 (6)	27,262 (21)
By sex:				
Male	$30,538 (53)	$28,906 (51)	$26,951 (41)	$27,154 (39)
Female	26,911 (41)	23,439 (33)	27,150 (20)	15,865 (59)
By age:				
29 or less	$22,921 (14)	$24,552 (23)	$20,250 (12)	$13,341 (41)
30-39	35,422 (32)	27,882 (38)	27,528 (36)	22,755 (34)
40-49	25,620 (37)	33,353 (17)	31,643 (7)	26,450 (12)
50 or more	29,045 (11)	9,417 (6)	32,083 (6)	34,500 (10)
By years in ad sales:				
Up to 3	$ 8,020 (7)	$23,563 (16)	$20,400 (15)	$14,270 (54)
4-10	30,480 (49)	26,586 (43)	32,406 (32)	26,636 (33)
More than 10	29,797 (36)	29,100 (25)	21,786 (14)	31,409 (11)
By employees supervised:				
None	$ 8,500 (3)	$27,450 (20)	$28,686 (43)	$20,042 (96)
One	26,900 (5)	23,636 (11)	21,444 (9)	35,500 (2)
2-5	18,737 (31)	24,631 (36)	25,188 (8)	0 (0)
More than 5	36,018 (55)	32,471 (17)	20,000 (1)	0 (0)
By ad revenue:*				
Up to $999,999	$20,338 (21)	$17,089 (19)	$14,167 (3)	$19,230 (22)
1 million -$2,999,999	23,061 (33)	23,417 (24)	22,781 (16)	18,568 (22)
3 million -$4,999,999	38,794 (17)	17,700 (5)	30,000 (8)	24,467 (15)
5 million or more	41,900 (20)	36,192 (26)	32,815 (27)	26,490 (20)
By ad pages:*				
Up to 499	$21,866 (29)	$20,310 (29)	$19,444 (9)	$17,882 (22)
500-999	30,891 (32)	25,659 (17)	23,021 (24)	20,349 (30)
1,000 or more	43,184 (19)	35,016 (31)	38,452 (21)	24,259 (22)
By frequency:*				
Weekly/biweekly	$38,144 (19)	$31,586 (14)	$27,200 (10)	$27,571 (17)
Monthly	26,536 (59)	27,718 (55)	27,000 (47)	20,133 (60)
Other	26,969 (16)	18,643 (14)	26,750 (4)	15,162 (21)
By circulation:*				
Up to 49,999	$18,003 (33)	$20,319 (32)	$21,906 (16)	$19,454 (39)
50,000-99,999	32,511 (22)	27,048 (21)	30,500 (16)	20,134 (31)
100,000-499,999	36,685 (27)	32,467 (15)	28,618 (17)	22,594 (18)
500,000 or more	37,909 (11)	36,071 (14)	28,455 (11)	20,550 (10)

***Refers to the largest revenue-producing magazine on which respondent works**

NOTE

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